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World renowned manufacturers of prestige high fidelity components, commercial sound systems and a broad range of other related precision electronic devices for you and your entire family (whether at work or play — at home or away).

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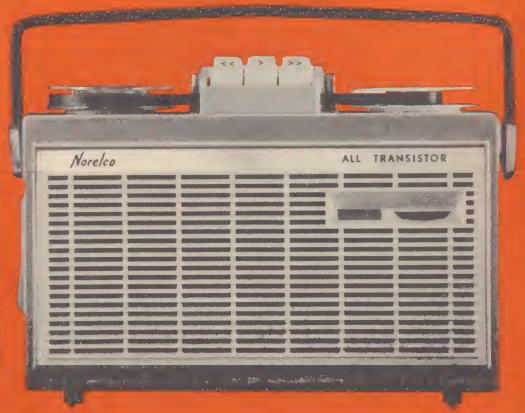
To satisfy the uncompromising standards of quality, reliability and convenience associated with the name Norelco.



Norelco®

For literature on entire Tape Recorder line, write:

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High Fidelity Products Division

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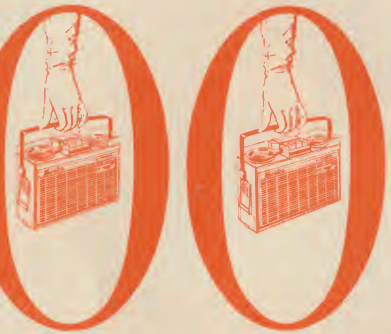


TRANSISTORIZED

BATTERY OPERATED

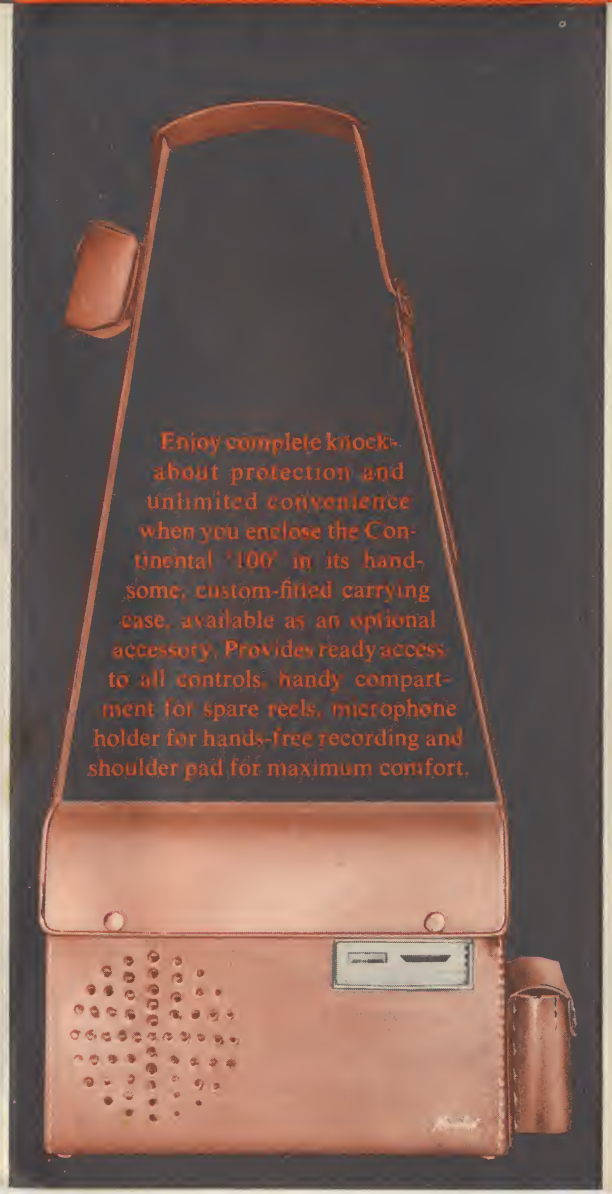
PORTABLE TAPE RECORDER

FEATURING

CONSTANT SPEED OPERATION

(THRU CAPSTAN DRIVE)

AND DYNAMIC MICROPHONE



A PORTABLE TAPE RECORDER

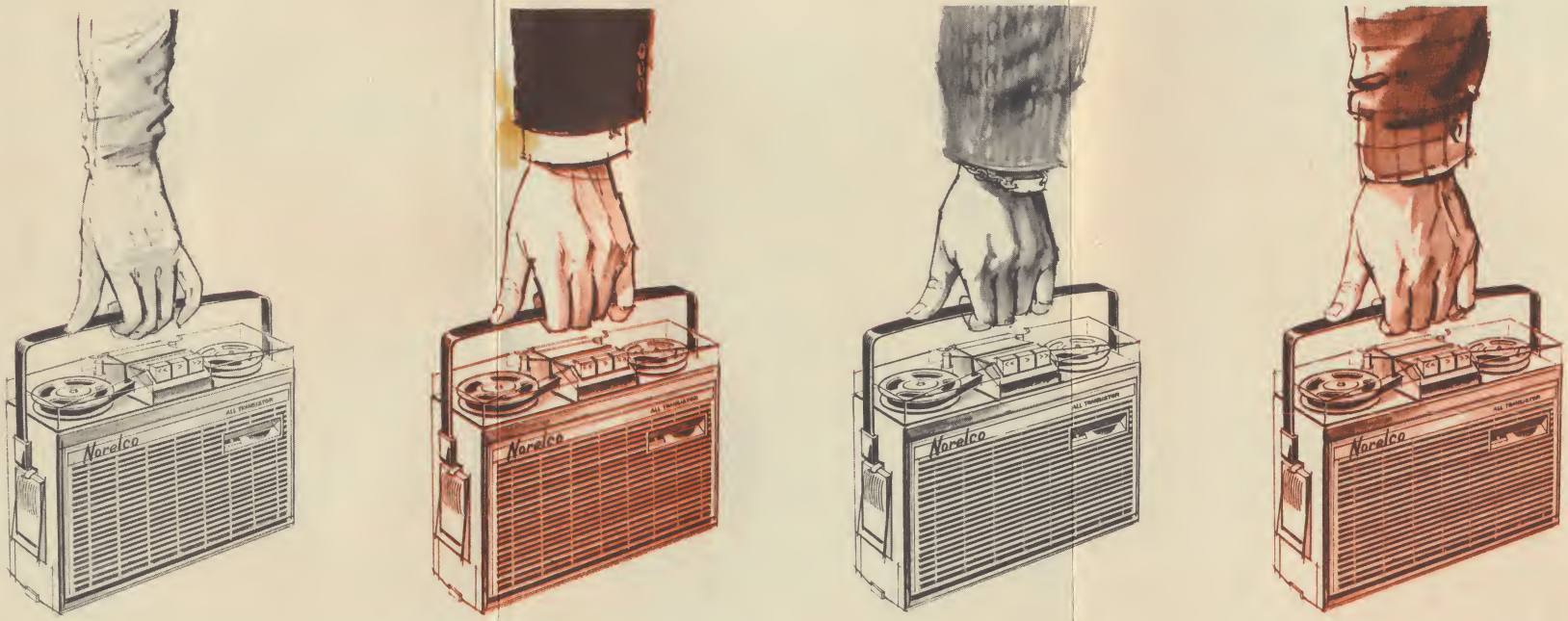
that works on ordinary flashlight batteries so you can now record anything, anytime, anywhere. Only 7 lbs.—can be worn over your shoulder like a camera. Records and plays back up to 2 hours on one reel. Simple to use? Push two buttons and you're recording... push one button and you're playing back. Sound is clear as a bell and as loud as you want it. Ruggedly built, handsomely styled, surprisingly low-priced.

100% transistorized. Continuous precision recording or playback whether carried on shoulder, by handle or in stationary position. **Self-contained, with 4″ speaker. Combined indicator** for modulation level and battery life. **Input** for mike/radio/phono. **Output** for external amplifier. **Patchcord assembly** included for recording and/or playback through radio, TV or record player. **Frequency response**—100-6000 cps. **Signal-to-noise ratio**—better than —40db. **Transistor complement**—(3) OC75, (1) OC71, (2) 2N281/OC72, (1) 2N279/OC70, **Dimensions**—10½″ x 3¾″ x 7½″. **Power Requirements**—6 ordinary, low cost, 1½ V (D cell) flashlight batteries (well over 20 hours average battery life) **Weight:** (complete with batteries)—only 8 lbs.

Suggested list price $129.50

it's the *Norelco*® CONTINENTAL '100'

...for the perfection of living sound-always at your fingertips



...perfected for on-the-go, instantaneous recording and playback of any sound, any voice, anywhere, anytime!

Amateur photographers add sound . . . the professional 'Continental' way

For they've found the Continental '100' a perfect photographic assistant – and you will too! Designed to add the vital dimension of living sound to your home movies and slides, it's always at hand to record a running commentary on the what, where, how and why of a difficult shot . . . to capture the sound that gives "color" to your black-and-white photos . . . to simplify a photo-reporting job . . . to give extra meaning to every click of your camera.

Pleasure lovers . . . love the 'Continental'

With a Continental '100' to capture your vacation pleasure in truly living sound, you will enjoy your vacations all year round. Add the delight of sharing theatrical and musical performances, nature walks, sports activities and family picnics with whomever you choose, whenever and wherever you choose, all because you chose the convenient Continental '100' as your indispensable companion.

Smart people "on the way up" . . . go 'Continental'

Nothing approaches this newest addition to the Norelco family of tape recorders when it comes to on-the-fly true fidelity recordings – whether of lectures in the classroom . . . reference material in the library . . . practice for the speech you are about to make . . . groundwork on the paper you are about to write . . . interviews (indoors or out) . . . inventories in the stockroom . . . fleeting inspirations . . . brainstorming sessions . . . a hundred others! If you are going places, take along a Continental '100'– you are sure to get there faster every time!

Home is twice the fun . . . 'Continental' style

Recording and playing back the music you love . . . the rediscovered riches of your children's parties...their first sounds and solos . . . the preserved pleasure of your guests' funny stories, with never a punch line lost, never a joke forgotten . . . the great security of being able to leave your special "go-to-sleep" voice at home for the baby sitter to play back whenever you choose to be away for an evening. But discover for yourself, in your own home, how all delights magically double when you own the amazingly versatile Norelco Continental '100'.